

Food

MARKET MAKER™

Linking Agricultural Markets

January 2011
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Illinois
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Pennsylvania

MarketMaker Business in the Spotlight... Hodgepodge Farm, KY

Editor's Note: Hodgepodge Farm has the distinction of being MarketMaker's "Business with the Most Viewed Ads" and also is in the top 10 "Most Viewed Businesses".

Bob and Karen De Young started Hodgepodge Farm in 2007. As new farmers who moved from Chicago's suburbs to St. Charles, KY, they decided on the name Hodgepodge Farm based on the letter "H" bricked in the front entry gate. It fit their mix - a medley of animals and farm endeavors - usually happening all at once!



Hodgepodge Farm currently breeds, raises, and sells many types of fowl: India Blue Peafowl (peacock tail feathers when available); Heritage turkeys including Blue Slate and Royal Palm; Jumbo Pearl Guineas; standard size layer chickens including Americaunas (a.k.a. Easter eggers who lay green shelled eggs); Black Australorps; Black Copper Marans; Welsummers; and some good laying mixed breeds. They also sell farm fresh eggs on a small scale and garden a small plot, selling their extra produce and herbs.

Boredom is not in Bob and Karen's vocabulary. Plans are in progress to start a small grass fed freezer beef endeavor and to manufacture portable chicken coops similar to chicken tractors. Karen says, "We love learning and we learn more every day. We are so thankful for God's leading and our neighbors' helpful advice."



"Kentucky MarketMaker has helped us as a 24/7 media that connects us with new friends and customers and enables past clients to find us with a few clicks on the Internet should they misplace our information," says Karen. "It's easy to change our availability list to let people know when we get into a new business adventure or notify them when we sell out. MarketMaker helps us connect with others for the information we need and to better serve our clients should we not have what they are looking for."

The goal of Hodgepodge Farm is to tread lightly on the piece of earth of which they have been made stewards and to live as close to nature as possible, being conscience of what is purchased and used for the family, the animals and the land - to practice sustainable agriculture.

Find Hodgepodge Farm on MarketMaker at: <http://ky.marketmaker.uiuc.edu/main/details/4975> or 5175 Union Temple Road, St.Charles, KY, 42453. Phone 270-669-3007 or cell 270-399-0980 (please leave a message).



What follows is the last in a four-part series covering the business aspects of Agritourism. Our thanks to Iowa State University's AgMRC program for the use of their information.

Agritourism – Part 4 Risk Management and Liability

Farmers and ranchers are legally responsible for the well-being of their customers and employees. To protect your business, it is important to create a risk management plan. What follows is a checklist for managing risk.

1) Contact State or Local Agritourism Organizations and Key Consultants:

Lawyers, insurance agents, financial managers, and accountants are valuable consultants.

2) Understand Local and State Health and Safety Laws and Regulations:

These will vary from place to place. Check your county/local health department for more information.

3) Inventory Areas of Possible Risk such as:

Site safety – physical site hazards and attractive nuisances.

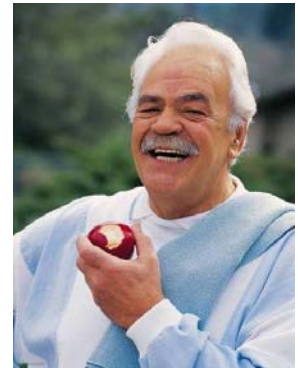
Product – consider what you are selling or producing and any health or safety regulations.

Employee related – know what will be required to safeguard their health and safety.

Financial – consider current record-keeping, billing processes, assets and debts.

4) Develop a Risk Management Plan:

After doing an inventory of your possible areas of risk, consider the preventative measures you can take to minimize those risks.



For additional resources, go to AgMRC's publication, "Risk Management and Liability in Agritourism" at http://www.agmrc.org/media/cms/AgritourismRiskMgmtandLiability_B9934A856C074.pdf

MarketMaker on the Conference Scene...

Expanding markets and profits was the key topic at this year's Illinois Specialty Crops, Agritourism and Organic Conference held January 5-7 at the Crowne Plaza Hotel and Convention Center in Springfield, IL. The event was sponsored by the Illinois Specialty Growers Association.



Julie Fox, The Ohio State University, kicked off the conference with her presentation, "Is Your Operation Market Ready? Understanding the Expanding Market for Local Foods". Fox suggested that farmers learn what their buyers expect and find buyers that share similar views on local food. On the consumer side, Fox encouraged farmers to "think like your customers" so farmers can understand customer concerns and apply that information to their marketing strategy.




Dar Knipe and John Pike, University of Illinois Extension specialists, were also on the scene to present "MarketMaker Updates: Essential Tools for Local Food Producers". Knipe told farmers that "technology is the trend we need to embrace. That's where the market opportunities are." They spoke about MarketMaker's new features and expanded uses. The sessions were well received and generated much business on the trade show floor with many new registrations and updated profiles.

MarketMaker Tips & Pointers:

Make **YOUR PROFILE** stand out!

Your goal is to sell your products. If you want retailers, processors, restaurants, chefs, and consumers to find your business, here are a few easy steps to help you on your way.

- 1) **REGISTER** – Businesses that are registered are always listed first and are distinguished by this icon 
- 2) **BUSINESS TYPE** - As you register or update your profile, think through all the possible business types that apply. Do you grow grapes? Do you also make them into jelly, jam, or possibly wine to be sold? You should list yourself as a farmer and a processor. If you sell that product wholesale, you may also list yourself as a wholesaler.
- 3) **PRODUCT TYPE** - Let's use farmers as an example. As you move to the next part of the registration (or updating for current members), choose the tab that best describes the product you produce. Do you have dairy items, fruits, grains, herbs, meat, vegetables? There are tabs at the top of the page which detail your product type. Select the appropriate tab then check as many items as apply under those tabs. Be sure to check any subcategories as well.
- 4) **PRODUCT ATTRIBUTES** - Here is the opportunity to really set yourself apart from other businesses. Check all attributes that apply. If you are growing organic, add the certifying party. This gives the user the assurance that you are legally certified.
- 5) **PRODUCT FORMS** - If a user is looking to buy fish that is frozen with head-off, and you have checked all those boxes in your profile, the database will sort that information and your profile will come to the top.
- 6) **MARKETS SERVED** - This is another important area to include in your profile. Which areas of the country do you serve? Choose any region from local to international.

The point is to be as specific as possible with your products and information and keep your profile current. These steps will help set your business apart.

Who's New on MarketMaker?

Since the December newsletter, 88 new farms and businesses have registered on MarketMaker. Go to National MarketMaker at: <http://national.marketmaker.uiuc.edu/whatsnew.php> to find **What's New in the MarketMaker Network**. Here you will find all the latest news.



Check out the most current registrants by clicking on "Last 30 Days". Simply click on the business' name to see their complete profile. You may also view the latest MarketPlace listings, most viewed MarketMaker Businesses, and the latest MarketMaker News.

MarketMaker is designed to help connect farmers and processors with food retailers, consumers, and other food industry contacts. Each state site allows users to register and manage their business listing, as well as query, map, and locate data – all at no cost!

MARKET PLACE *buy & sell* FORUM

[MarketPlace Buy & Sell Forum](#) is for farms and businesses to post ads for products and/or services they have to sell or products they want to buy. There is no cost to post an ad.

Looking to Buy



5 Current Listings

Looking to Sell



46 Current Listings

Services & Equipment



4 Current Listings

Transportation



1 Current Listings

To see detailed ads, go to the [MarketPlace Buy & Sell Forum](#)

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